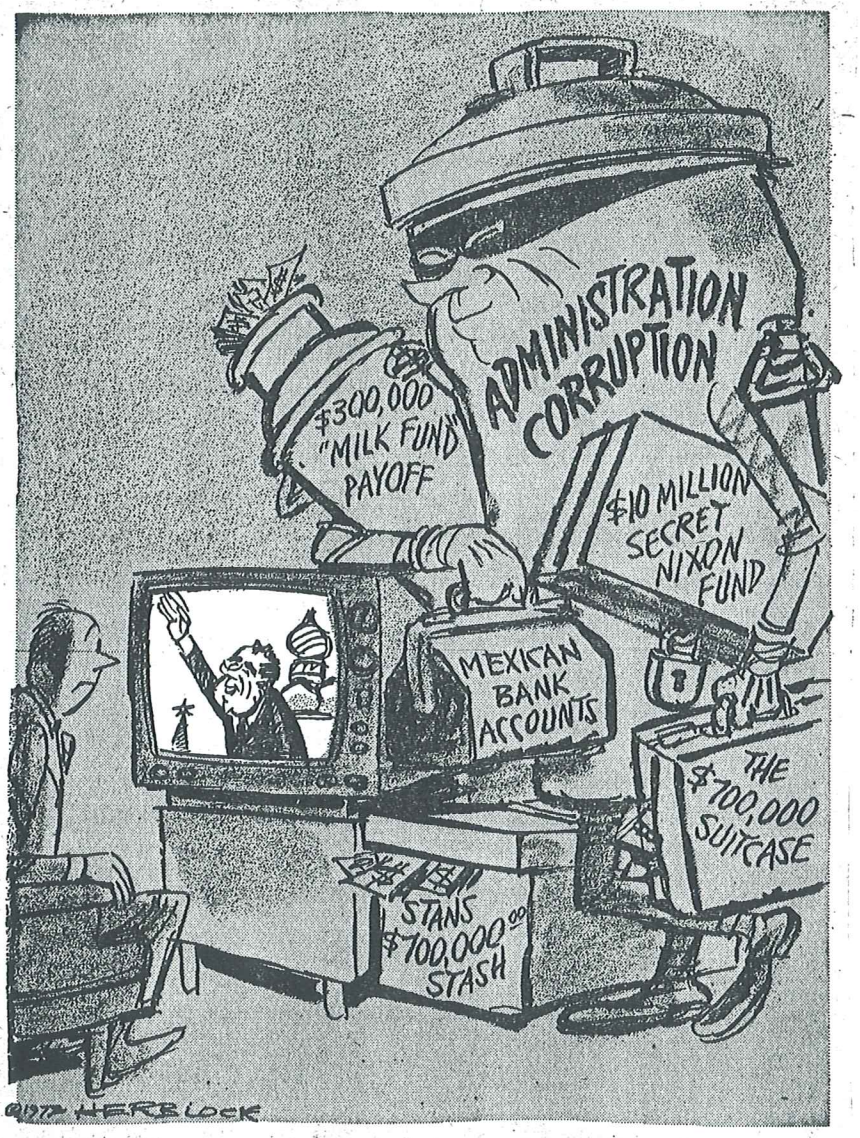"This Broadcast Paid For By . . . "